

## AN EXCLUSIVELY FOR READERS OF MAD MAGAZINES

"An extraordinary opportunity to own the official MAD Pin Collection!"







### A Brief History of the MAD Pin Collection

In late 1990, MAD publisher William Mildred Farnsworth Higgenbottom Pious Gaines IX decreed that there should be an official MAD Pin Collection and ordered that famous artisans from around the world be contacted to see who would work the cheapest to create these objects of art!

Unique in all of jewelry-making history, we broke the mold before we cast these pins!

Each official MAD Pin is precision crafted by machines that are turned On and Off by hand!

Each Pin is cast in Space-Age Alloys—the same Alloys used to make NASA space shuttle souvenir pins sold by guys hanging around Cape Canaveral!

The Official MAD Pin Collection smells like jewelry that costs thousands of dollars and can be mistaken for real gold at distances over 500 meters (though at shorter distances they may be mistaken for a lot of other things)!

These Pins will not be sold in any store—we know, we tried getting any store we could find to sell them and nobody would touch them!

Due to the special nature of this offer, the number of Official MAD Pins commissioned shall never exceed the demand! (In the event of a tie, all production will cease! That's our commitment to quality!)

These are the very same Pins that will be offered by us again and again and again in future issues of MAD Magazine!

An Important Reminder! Each Official MAD Pin is so valuable it will be personally delivered to your home by an official United States Government Employee, dressed like a mailman!

This offer is neither endorsed nor in any way connected to the Franklin Mint, Benjamin Franklin, Joe Franklin or Franklin Delano Roosevelt!

### How To Get Your MAD Pin Collection FREE:

485 MADison A	venue	New York	New York 10022
□ I enclose \$53.75 for a 40-Issue Subscription. I'll save \$16.25 off newsstand price and get all three MAD Pins shown above absolutely free!	NAME		
☐ I enclose \$33.75 for a 24-Issue Subscription. I'll save \$8.25 off newsstand price and get the official MAD Logo Pin absolutely free!	ADDRESS		
□ I enclose \$13.75 for an 8-Issue Subscription. I'll save a paitry 25¢ off newsstand price and get to look at someone else's MAD Pins because you won't send me any!	CITY		
□ CHECK HERE IF RENEWAL	STATE	Zip	Our Pledge: MAD will not sell or give your name and address to anyone for any reason

\_\_\_\_ USE COUPON OR DUPLICATE \_\_\_\_









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MANY UNHAPPY RETURNS DEPARTMENT MAD's I.R.S. Agent of the Year. SLEUTH DECAY DEPARTMENT

**COMMON CENTS DEPARTMENT** 

**QUEUE TEASE DEPARTMENT** A MAD Look at Lines . .

LIKE A VERSION DEPARTMENT

WHOOPEE! CAUTION DEPARTMENT

Head Trip .



LOOK OUT! (UGGHH!)

DANGER! DANGER!
MAD'S PUMMELING, POUNDING
PAGES OF BONE-CRUNCHING,
SENSELESS AND GRATUITOUS
VIOLENCE START HERE!!!

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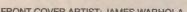
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FRONT COVER ARTIST: JAMES WARHOLA

#### WILLIAM M. GAINES publisher

**NICK MEGLIN and JOHN FICARRA editors LEONARD BRENNER** art director THOMAS NOZKOWSKI production director CHARLIE KADAU and JOE RAIOLA associate editors DICK DE BARTOLO creative consultant ANDREW J. SCHWARTZBERG editorial asst. **CONTRIBUTING ARTISTS AND WRITERS** the usual gang of idiots

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#### KNOCK ON WOODY DEPT.

I'm Woody Alien! I'd like to introduce you to my latest film! I'm very proud of it—it's new, it's different! Like for instance, even though it's the 14th consecutive film in which I've played a total neurotic, this is the first time there are other neurotics in even worse shape than me, mainly...



# HERI

(OR: "PLAY ANNIE HALL'S

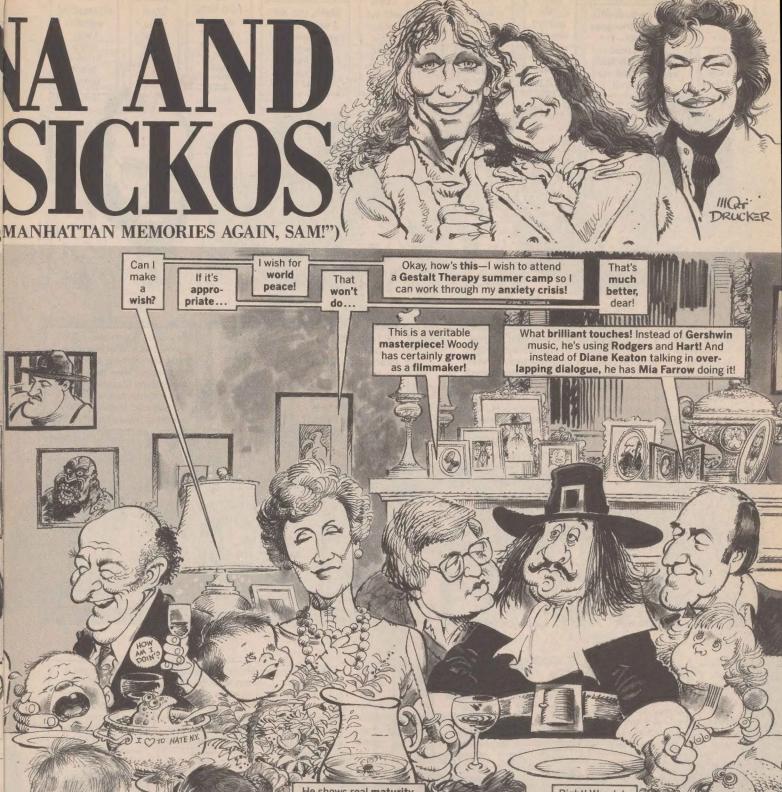
I'm Henna, and these are my two sisters, Hollow and Loose! Welcome to our hip, contemporary, utterly Nouveau York Thanksgiving dinner! Let's get started!

Okay, I'll start with neurosis and guilt!

Who wants some angst and despair?

Please pass me a double helping of letching! And make sure you lean all over me when you serve it! Thank you for the blessings we're about to receive—the turkey, the stuffing, the cranberries, and the one-liners about Franz Kafka, Nazis, and psychoanalysis!

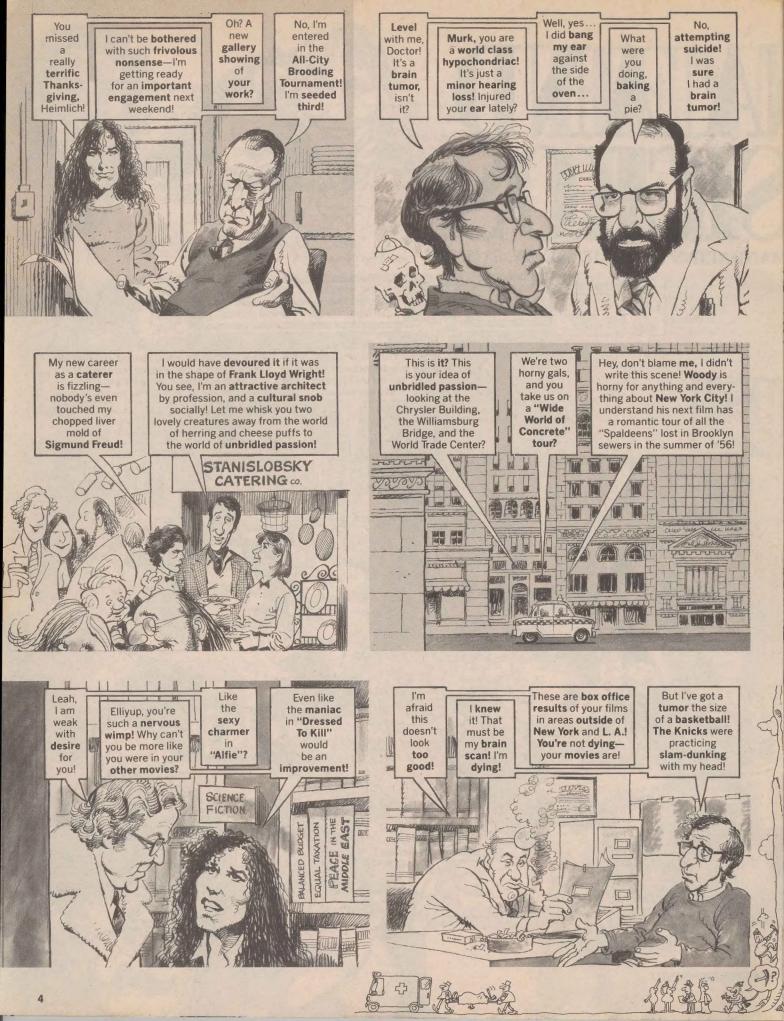




He shows real maturity as a Director since "Manhattan" and "Stardust Memories"!

Right! Woody's finally learned where to buy color film!

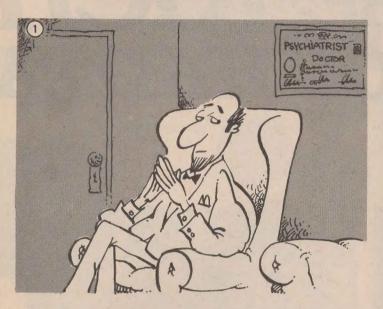
WRITER: DEBBEE OVITZ







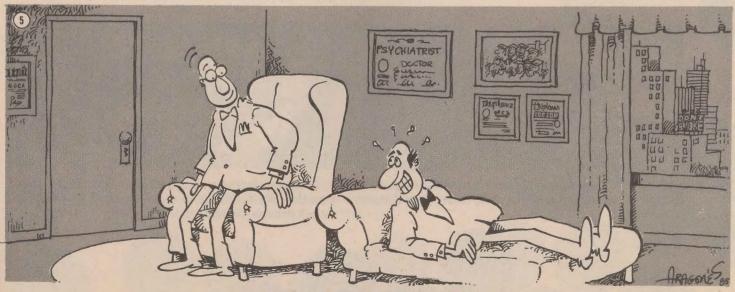
### HEAD TRIP











## YOU'D BE RICH TF YOU HAD A



... For every "celebrity" exercise book now available.



...For every journalist who has referred to Mary Lou Retton as "perky."



... For everyone who still can't tell which one is Siskel and which one is Ebert.



... For every video tape rental store that's opened in any neighborhood in the last year.

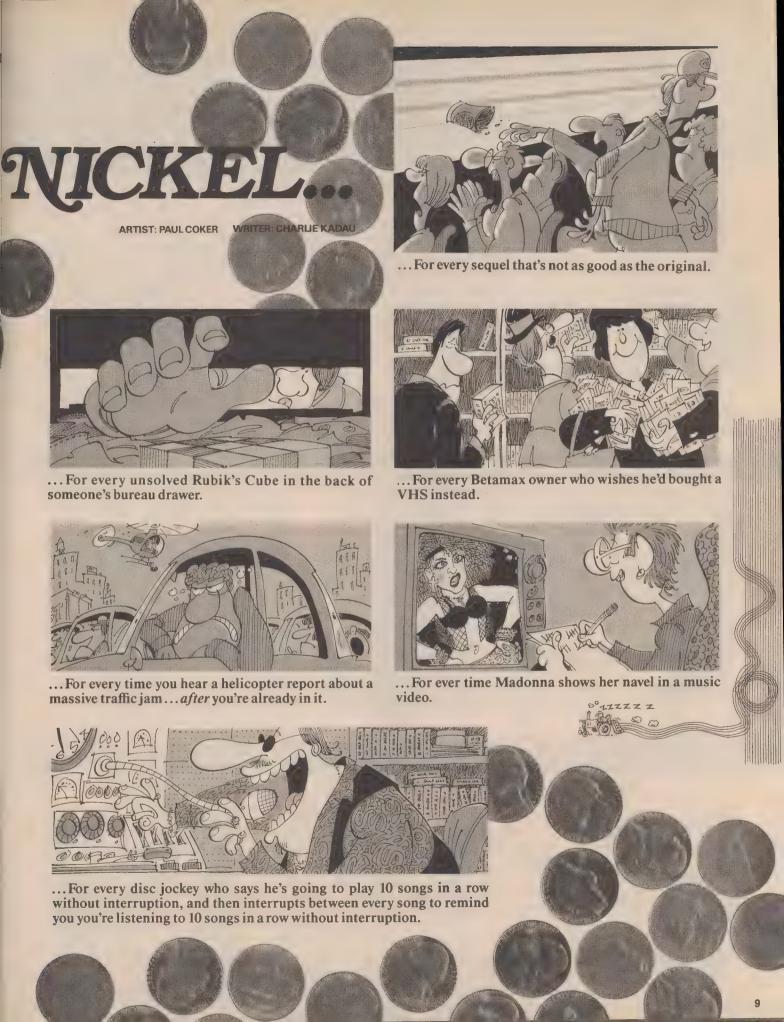


... For every nuclear reactor spokesman who says that the latest radiation leak poses "absolutely no danger to anyone."



... For every person who thinks he does a great impersonation of Carl Sagan by repeating "billions and billions" in a nasal voice.





QUEUE TEASE DEPT.

# AMADLO







# ) RAT LINES





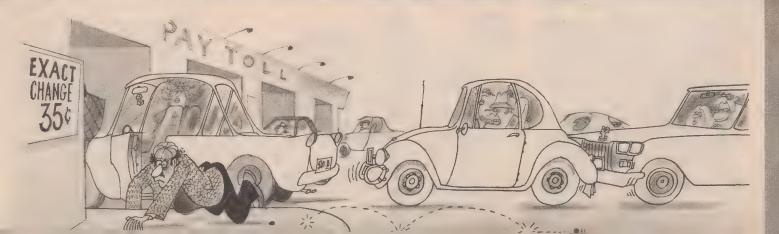
ARTIST & WRITER: PAUL PETER PORGES











#### MANY UNHAPPY RETURNS DEPT.

Who is the most feared person in the world? No, it's not an international terrorist or a Mafia hit man or a guy who can push the button and start a nuclear war! It's a boring, wimpy little accountant who happens to be a man from the I.R.S.! And why does this mild-mannered little guy strike terror into the hearts of even the bravest of men? To find the answer, we bring you another fearless, hard-hitting, no-holds-barred interview ... this one with Mr. Shylock Leach who has been selected as

## MAD'S I.R.S. AGENT OF THE YEAR



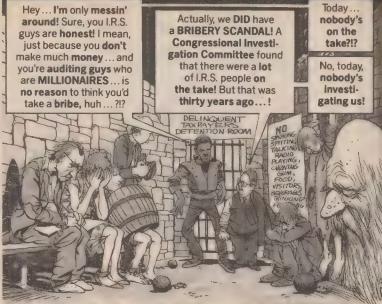
ARTIST: GEORGE WOODBRIDGE

WRITER: LOU SILVERSTONE



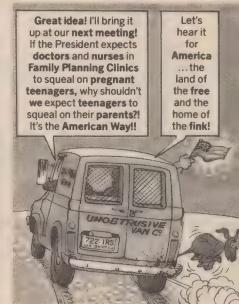
Not ME, Man!! I never hassled the dude! I used to tell the other guys, "Hey, you fools! You be leavin' that boy alone ...or you're gonna hafta deal with ME!" But NOW it's "PAY-BACK TIME"! If anybody gives me the slightest trouble, I hit him with the magic words: "May I have your FULL NAME and SOCIAL SECURITY NUMBER?!?"

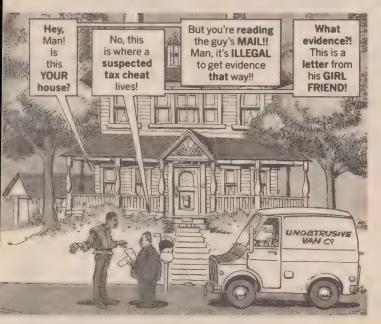








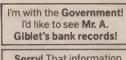












Sorry! That information is confidential! You'll need a Court Order!

I have something even better—my I.R.S. card! Now, what did you say your name was...?



Uh... I'm always glad to cooperate with the I.R.S.! Here are Mr. Giblet's complete banking records ... including his Christmas Club, his wife's checking account, his kids' savings accounts, and a brand new toaster ... just for you!

No trip to the bank is complete without a FREE gift... heh-heh!





Besides using paid informers... where ELSE do you get tips on people...?

We read the newspapers!

I know that newspapers list a lot of stuff... like "The Top Ten"... but TAX CHEATS...?!

We check out the Society Page to see who threw an expensive bash! Then we look up the guy's return to see if he can afford It on his "declared income"! Man...
the next
time that
I party,
I'm sure
not gonna
tell The
National
Enquirer!



We also check to see who was robbed!

Here's a house that was burglarized! The victim claims that the thieves took "a half a million in jewelry"!

Now, according to his 1040, there's no way he could have that much loot!
I'll just call him in for an audit!





Today, taxpayers have it easy! Why, back in Ancient Egypt, they whipped delinquent taxpayers! And in Rome, they used to torture their tax cheaters!



From what

I hear, the

rack would







SLEUTH DECAY DEPT.

## MURDER SHE HOPES

WRITER: DICK DE BARTOLO

**ARTIST: ANGELO TORRES** 





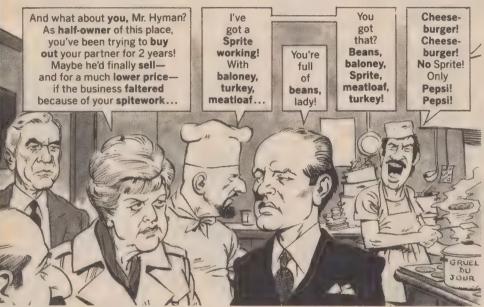




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Boy, Los Angeles has really had an influence on the east coast! Look at this list of options! I'll play dead and see what this guy does!



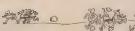
What a break! Somebody must have just dropped off this corpse! I don't even have to steal one from the cremation room! I'll take her home with me until dinner time!



You're probably wondering how I can afford to take you to my favorite restaurant! Well, after I've eaten my meal, I just let you fall into your plate! Then, while everyone goes crazy because of your "death," I sneak out! Who needs Master Charge! Master Corpse is a helluva lot cheaper!



while polito p









Most storytellers bring a little of themselves to the stories they tell. Others bring way to

# FAMOUS STORIES AS TO

ARTIST: BOB CLARKI

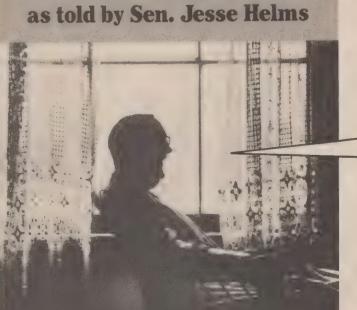
Once upon a time there was an Italian-American named Don Corleone. Mr. Corleone was a successful olive oil importer. He was called Godfather because he was always being asked to be the Godfather of the children of his many friends and employees. The key to Mr. Corleone's success in business was his relationships with his customers. He made them offers they couldn't refuse. When Don Corleone died peacefully in his tomato patch, his son, Michael, inherited the family business.

During the war Michael was a marine and he received many decorations for bravery. But because he was from New York and was of Italian descent, a group of politicians accused this war hero of being involved in something called the "MAFIA." Michael, naturally, was cleared.

He sold the family olive oil business and bought several hotels in Las Vegas. Michael would like his son to go into politics because he wants to prove that any American can be elected to national office, even if his last name ends in a vowel.



The Color Burple



There was this nigra family livin' in the sovereign state of Georgia. They were your typical colored folks, they was into incest and havin' illegitimate babies and puttin' on airs. For example, the husband, Mister, insisted his wife Celie call him "Mister," when we all know he should been called "Boy."

The nigra women folk used to go to church on Sunday and pray to our white God, which shows you how benevolent He is. Celie's sister, Nettie, went to Africa to be a missionary, which is a fine place for colored folks to go.

Mister treated Celie like a slave, which gets me to thinkin' that maybe the nigras really didn't object to slavery at all. Too bad Lincoln didn't mind his own business. Besides beatin' on his wife, Mister had a few other good points, like he smoked tobacco and we all know that the good Lord gave us tobacco for everybody to enjoy, even blacks!

Celie got into the women's movement thing and of course, she became involved in an unnatural, disgustin' relationship which is what women's lib is all about.

Mister summed it all up by tellin' Celie, "You black, you poor, you ugly and you a woman." Shoot, I couldn't have put it better myself.

nuch of themselves to the stories they tell. You'll know what we mean after reading these...

# ILD BY FAMOUS PEOPLE

WRITER: LOU SILVERSTONE



Ebenezer Scrooge was a hard working businessman. He employed Bob Cratchit as a clerk. Cratchit complained constantly. He wanted "more holidays," and "more money." He was always whining about the office being "too cold," and other such nonsense. It never occurred to Cratchit to roll up his sleeves and do an honest day's work or go to night school and pull himself up by his bootstraps. No, it was easier to complain.

When Christmas time came around the Cratchit family blamed Mr. Scrooge because they couldn't afford an elaborate

dinner or expensive presents for their children.

On Christmas Eve, Mr. Scrooge had a terrible nightmare. He dreamt he was visited by his dead partner, Marley, and three ghosts. These ghosts, using Marxist-Lenin propaganda techniques, made Mr. Scrooge feel guilty because he was a success and Cratchit was a failure.

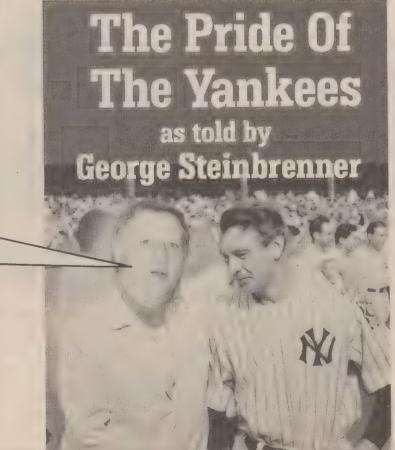
Mr. Scrooge allowed his own good fortune to trickle down by buying expensive gifts for the Cratchit children. He treated them to a fancy Christmas dinner and he paid their medical bills. Even though Cratchit received a fair salary, Mr. Scrooge gave him a raise, which only added to the inflationary spiral. I know this sounds familiar, because it's the same principle as our own welfare system—something for nothing—and it just doesn't work.

Well, we can only pray that next Christmas, Mr. Scrooge will be visited by three Conservative ghosts who will show him the error of his ways.

Yankee pride comes right from the top, the team owner. Naturally, Lou Gehrig was a ball player who knew the meaning of Yankee pride. Whether he was hurt or not, Lou played every day. He hit for average, he drove in plenty of runs and hit the long ball. Best of all, Lou's salary was less than I pay my groundskeepers today. Lou never asked to be traded or went crying to the press to complain about the owner. He was my kind of guy.

In many ways, Lou reminds me of myself. Yes, "the Boss" and "the Iron Horse" had a lot in common. Lou Gehrig and George Steinbrenner both had football backgrounds, we both wore our pinstripes with pride, we both knew what loyalty to our fans was all about and we were both proud to be Yankees—New York Yankees. I'm sure if Lou was still with us, he would be proud to be a New Jersey Yankee, if that's the way the ball happens to bounce.

I still get a lump in my throat when I think of Lou Gehrig Day. Yankee Stadium was packed and the owner didn't have to give away free bats or helmets. Now that's what I really call "Pride of the Yankees"!

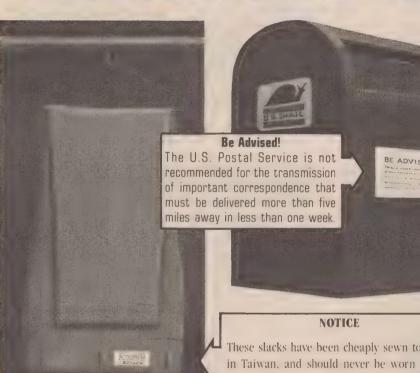


#### WHOOPEE! CAUTION DEPT.

Recently, the government began requiring warning labels on certain products considered to be dangerous to our health, our wallets or our sensibilities. The first to appear were

those chilling notices on cigarette packs telling us that smoking can kill us. Since then, these labels have ranged from meaningless ("Warning! This medication contains bio-

# WARNINGLABELS





These slacks have been cheaply sewn together in Taiwan, and should never be worn in any public place where having the seat of your pants split open might cause embarrassment.



**FATTIES BEWARE!** 

Each glob of this sauce contains enough calories to add three full pounds to some portion of your widening body where you least want it to settle.



dogs require training, which includes the blotting and picking up of disgusting stuff from your brand new carpets, and that grown dogs (which your puppy will hopefully be someday) require walking in all kinds of bad weather at least twice a day for their complete 12-to-15 year lifespan. So think it over. sulfuric enzymes.") to ridiculous ("Note: The EPA mileage rating for this car is not what you can expect from normal driving.") Despite this flood of questionable labels, MAD

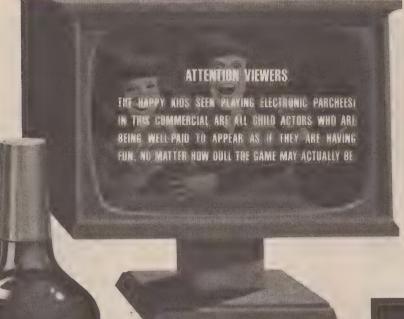
feels there are still many unregulated items that consumers should be cautioned about. Frankly, we won't consider ourselves protected until they pass laws requiring these

# E DESPERATELY NEED

WRITER: TOM KOCH

FINAL WARNING







You need a Master's Degree in Computer Engineering to fully understand all the buttons on this alarm clock to get it to function properly so you won't oversleep and lose your job and end up on welfare.

#### FINAL WARNING!

Excessive boozing has been found to cause brain damage and liver rot. Therefore, if you plan to consume this product, the Surgeon General says to tell you goodbye.



TAKE HEED!

This book contains much tamer sexy parts than the cover illustration would lead you to believe, and it certainly isn't lewd enough for the dedicated porno fancier who wants something really raunchy.

### **PUMPING IRON**



BERG'S-EYE VIEW DEPT.

# THELIGHTE

#### CLOTHES



Which style do you think would make Jimmy Sexton really notice me?

### Mall JEANS Shop







#### DRIVING

Seat belts are the greatest safety factor they've come up with in years!

That's true, but I don't see you



No. I sit on the buckle!

How is that a "safety factor?"

MINIMAN CONTRACTOR



it's so uncomfortable. it keeps me from falling asleep at the wheel!

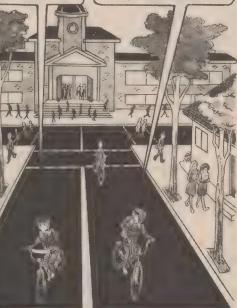


# SIDE OF.

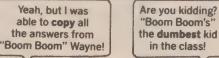
ARTIST & WRITER: DAVE BERG

I think I got a 100% on today's biology exam!

How do you figure? It was a killer, and you didn't even study 10 minutes for it!



Yeah, but I was able to copy all





True, but "Boom Boom" copied every answer from Meg Bongiovanni! She always gets 100%!



### OBSESSION





#### SPENDING







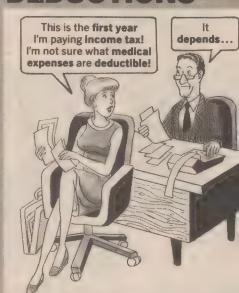
Before

some

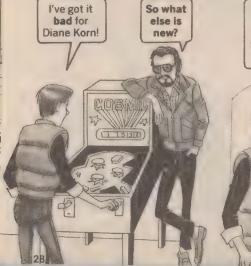
other

guy

### DEDUCTIONS



#### LOVE







### RESPONSIBILITY

Hi, Phil! How's it going on your new job?

Let's face it—when you're a winner, you're a winner!
First day on the job and they hand me a key to the executive washroom!

Wow! When you were voted, "Most Likely to Succeed," it was for real!







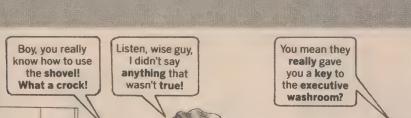
# How about birth control pills? Only if they don't work!







Until I met Gall





### GOLF





What We were practicing our strokes hapin his back yard, and I hit a ball that got away from me! It pened? sailed through his neighbor's picture window and busted up an antique vase and stuff!



Oh, no! That What else can I do? Just is terrible! keep practicing 'til I get rid What are you going to do about that? of that slice!

### HABITS









000

#### DOCTORS





SCARR THE D HON MOTHE SPY

MOI

Abandon Hope All

RED FACE IYAFTER MBO VATORS IE FU! RGOOSE S. SPY CKY

ENCE

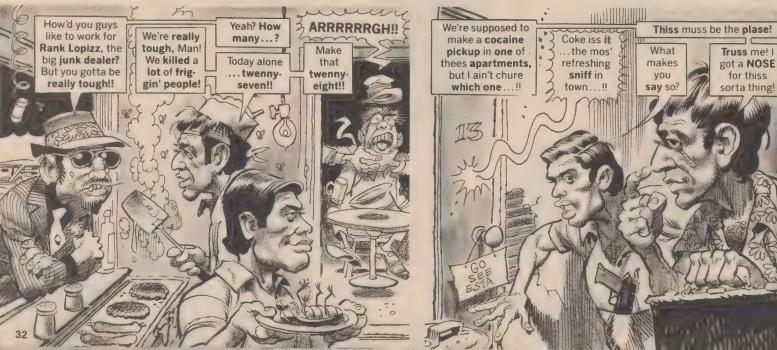
Ye Who Read Here ...

#### SNORT SUBJECT DEPT.

Some time ago, a promising young film star rose to new heights portraying a brilliant Italian-American college graduate who takes over a huge criminal empire. Now, more than ten years later, this same film star sinks to new lows portraying a sick, amoral Cuban junkie who takes over another huge criminal empire. In real life, this would be called "degeneracy." In Hollywood, this is called "progress." Anyway, here's our version of—

# SCAR





# RED FACE

Listen, I got beeg dreams, Bebbee! Some day, all of thiss weel be YOURS!!

THISS...?!?
Feefty dirty
tents...an'
ninety tons of
street crap?!?

I said I had BEEG dreams, Bebbee ...!! I never said I had TER-RIFIC ones! Iss all set, Toadie! Rank Lopizz says he weel spring us from here! All we gotta do iss ICE one of his ol' enemies...! Man, in **Cuba**, they locked us **UP** for killing somebody! **Here**, they're gonna let us **OUT** for killing somebody! I tol' you **America** iss **GREAT!!**  They say that Fidel
Castro emptied his
Cuban jails of the
worst criminals and
shipped them here
to Miami Beach...!!

There goes the neigh-bor-hood!!



WRITER: LARRY SIEGEL











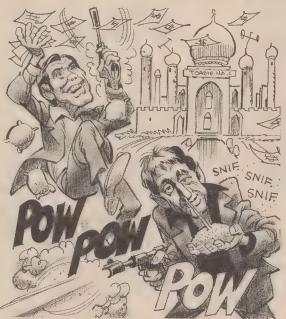
I took friggin' care of your friggin' hoods, an' now I'm gonna wipe YOU off the friggin' face of the friggin' Earth, too!

Frigg you, Frigg YOU, fink...!!

Wow! You realize they used the word "frigg" in this move as a noun, a verb, a preposition, an adjective ... forty ways in all! There's no other way to say it!

Hey, Man, that's Make that FORTY-ONE!





Well, Bebbee ... how you like bein' married to the mos' important dope dealer in Miami, with six billion dollars an' ninety-two mansions!?

You're still a greaseball, Toadie!

Greaseball...?!? I take eight bubble baths a day!!

Is that what you call them?! You're supposed to use SOAP in the water, not COCAINE!

You take YOUR bubble baths, an' I'll take MINE!!



Hey, Boss...
I juss found
out that your
bes' friend,
Meanie, iss
livin' with
your Sister!

What?!? Yecch! Ptui!
That makes me feel
dirty all over! I'll
grab another bubble
bath, an' then I'll
fly over an' see them!

They're livin' right here in town, Boss! You don't need to take no PLANE!!

Hey, Man... I said I'd FLY over! I didn't say nuthin' about no PLANE! Wait, Toadie! Before you say or do anything crazy, please listen to me! Meanie and I are MARRIED!

IM

Married?!? You're a sweet, decent girl! You CAN'T marry him! Don't you know that your marriage wass already arranged...to a decent, wonderful, old-fashioned boy...!

who...??? ME...!!!











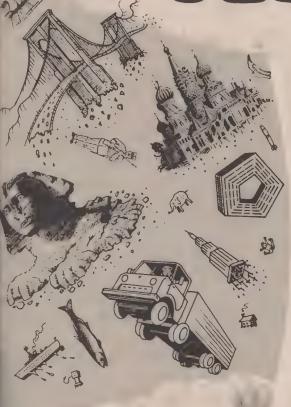
### BLAST LAUGH DEPT

Everyone knows that the best thing to do in difficult times is to keep busy! Keeping busy occupies your mind and prevents you from going into deep depression. So, just to be safe, here are some MAD suggestions for keeping busy during the difficult time ahead. Mainly, here are some

WARNING: THE SURGEON GENERAL HAS DETERMINED THAT EXPOSURE TO NUCLEAR RADIATION MAY BE HAZARDOUS TO YOUR HEALTH

## THINGS TO DO ON THINGS TO DO THINGS TO THINGS TO THE THINGS TO THE THINGS TO THE THINGS TO THINGS TO THE THIN

WRITER AND ARTIST: AL JAFFEE



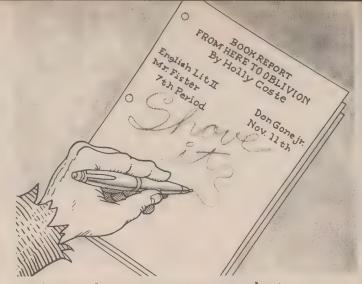




Cancel your subscription to "House Beautiful" magazine.



Use old "Nuclear Protest Signs" to close broken windows.



Write a tender message on your overdue term paper.



Use birth control devices for other recreational activities...now that everyone's sterile anyway.



Find other uses for flashlights, now that you glow in the dark.



Stuff a pillow with your falling-out hair, and...



... make a necklace with your falling-out teeth.



Put your Ten-Year-Calendar to more immediate practical use.



Park anywhere you like any time you like.



Put the cat out as a night light.



Use your school textbooks to keep warm.



Promise to clean your room if your parents buy you a bulldozer.



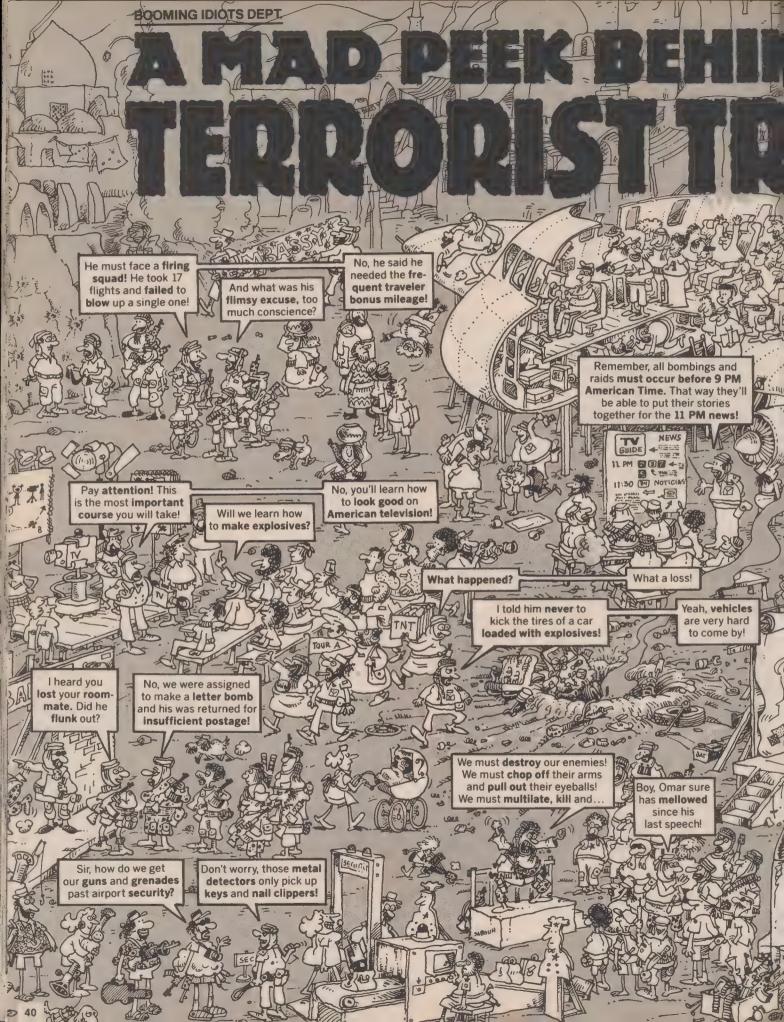
Call any broker and offer to buy ten million shares of General Motors Corp. for ten cents.

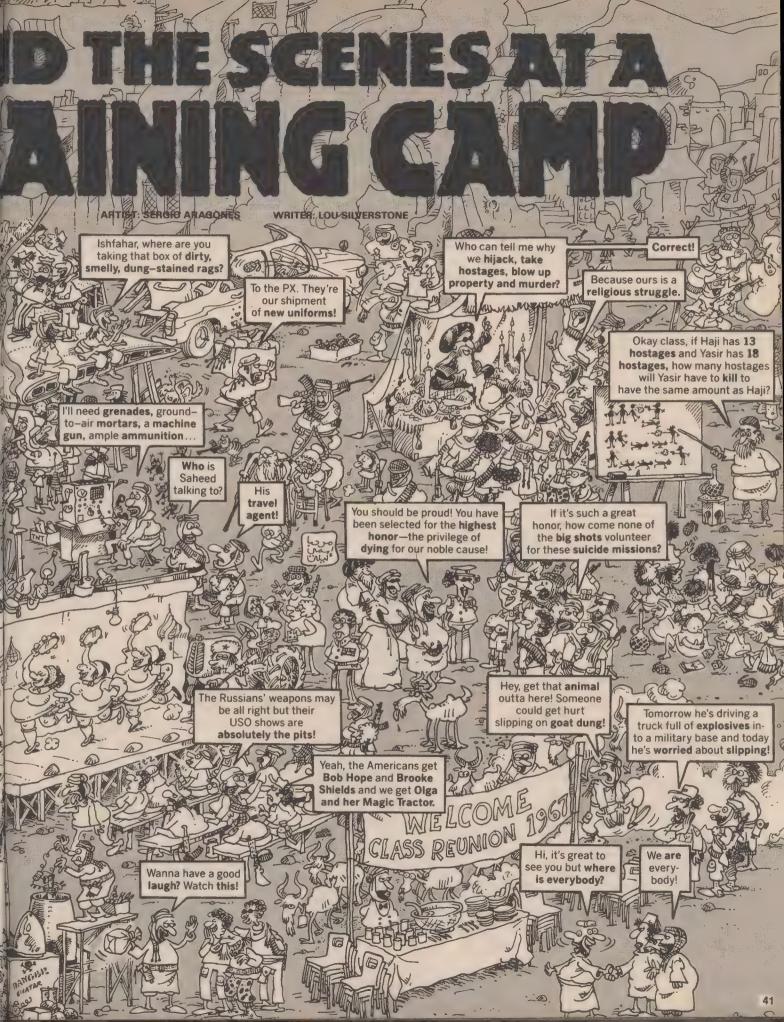


Treat your "Pro-Nuke" neighbor to a special cigar you've saved for just such an occasion.



Eat, drink and smoke anything you want! The nicotine, tars and additives are the least of your problems now.





Ever since the Vietnam War, Americans have been looking for a hero to restore our national image. At last, thanks to Hollywood, we have our man—Rambo! That tough, no-nonsense galoot generates pride! Confidence! And egomania! He's given this country a badly needed shot in

### WIEN THE RAMBO INFLUE

### **COMIC STRIPS**

**ARTIST: ANGELO TORRES** 

WRITERS: LOU SILVERSTONE AND J. PRETE

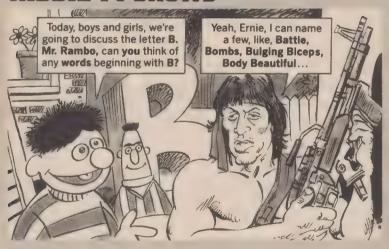








### **KIDDIE TV SHOWS**





### **POLITICS**

Yo, third world creeps! I'm gettin' tired of you faggots runnin' down the U.S. of A.! Who the hell do you think foots the bill for this paradise where you hang out? America! If you bums keep bad-mouthin' the land I love, I'm gonna blow you back so fast your hair will fry! You'll have to crawl back to those stinkhole countries you came from, and the good life will be over! So start sidin' with the USA, or else!



the arm—with the business end of a bazooka! That kind of spirit is pretty darn contagious! We at MAD bet that sooner or later it will get around to all areas of life. In fact, we've written a little article on it! You'll read it—and you'll LIKE IT!! And you'll be ready

### E SPREADS EVERYWHERE

### **ADVICE COLUMNS**



war. I just turned 18 and I'm supposed to register for the draft. This goes against all my religious beliefs. As the Bible says, "Thou shalt not

kill." My father says I should follow my own conscience. What do you advise?

Troubled in Ohio Dear Troubled: Wimps like you make me want to throw up. You're just another coward hiding behind the Bible. In case you missed it, the Bible also says, "An eye for an eye, a tooth for a tooth." So cut out all that phony religious garbage and for once in

your life be a man! Be proud to serve your country! If all you religious nuts had your way, we wouldn't have an army and the Commies would take over without a fight, and believe me, they'd know how to deal with you Bible-thumping porkers!

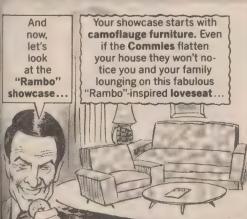
Send for a copy of Ann's free booklet, "Killing Made Easy, a Guide For Patriotic Teenagers."



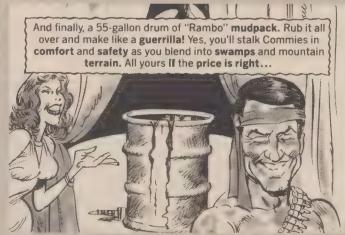




### **GAME SHOWS**







### **ADVERTISING**



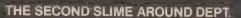












Picture this... Creatures so hideous they would suck every breath of life out of you! No, we're not talking about the Internal Revenue Service, we're talking about the stars of one of this year's hottest films! Those cretins from another planet who burst out of people's stomachs, drip acid, ooze slime, torture and never once pick up a dinner check! We're talking about the...

## Alling















Don't be afraid, little girl. We only came to blow this planet to kingdom come and kill everyone of those ¢&\*!\*& Aliens! We're z friendly people here on a mission of peace

Somebody give the kid a machine gun to use

























Kung Fu started many years ago when poor Chinese farmers, who could not afford real weapons, developed self-defense techniques using whatever was available: plow blades, staffs, even benches. Nice idea. But since very few poor Chinese farmers are MAD readers, it made very little sense to us to write an article on Kung Fu. So instead we wrote an article about a self-defense technique the average American could use. A deadly defense called:

### HOM





BLOCKING: The phone conveniently fits over the hand in a way that allows the steel bottom to deflect your opponent's blows.



ENSNARLING: By holding the body of the phone in one hand, and the receiver in the other, you can use the cord to tangle up your opponent.



**OFFENSE:** By holding the cord at mid-length, the receiver may be swung and launched at your opponent. It may also be used for long-distant ensnarlment.



LAST RESORT: If you hate violence you can still use the phone to call your enemies in the middle of the night and mutter obscenities.

ARTIST: GEORGE WOODBRIDGE

WRITER: RURIK TYLE

### The Links Of Agony



WHIP METHOD: Grasp one end of a sausage and savagely snap the other end at your enemy!



**NUNCHAKUS METHOD:** This is a complicated maneuver and is not recommended for beginners!



**PELTING METHOD:** Break up the links, grab an equal amount in each hand, and throw all of them at your opponent!

### The Iron Ning Board



BLOCKING: Because the Iron Ning Board is roughly the same length and width as the human body, it makes a very effective blocking tool.



**OFFENSE:** Grasp the feet of the board while it is in the closed position.



Quickly bring your arms together while aiming at your opponent.



**ESCAPE:** If all else fails, you can use the Iron Ning Board to slide down the stairs and beat a hasty retreat.

## EFUI

The Stove Of Death



**OFFENSE:** Even an empty stove can provide you with a deadly weapon!



Grab the burner guard as shown.



In a quick motion, hurl the burner at your opponent!



**IMPORTANT!** Do not use this technique if you have just been cooking something!

### The Oven Mitts Of Death



PREPARATION: Oven mitts offer the same benefits that boxing gloves do—they protect your hands in combat!



They are quick in that they fit either hand, thereby avoiding confusion at critical moments.



**OFFENSE:** When stuffed with a potato they make an effective long distance weapon.

### Other Home Fu Maneuvers







**Twin Slices Of Doom!** 

**Kung Fruit!** 

**Drawer Of Destruction!** 

Fridge Fu!

### ECCH THE HALLS WITH BOWELS FOR KALI DEPT.

A few years ago, "Raiders Of The Lost Ark" reminded theater audiences of the great movie "serials" of the past. Now, that same production team has brought us a sequel that reminds us of yet another cereal... oatmeal! We're talking, of course, about—



## ARTIST: JACK DAVIS WRITER: DICK DE BARTOLO



























## HORRIFYING CRIME CILICHES

ARTIST: PAUL COKER

WRITER: FRANK JACOBS

Packing A ROD



**Running A RACKET** 



**Committing A FELONY** 



**Putting Out A CONTRACT** 



### Ignoring A SUMMONS



Impaneling A JURY



Getting Off With An ACQUITTAL



**Pulling Off A CAPER** 



**Delivering A VERDICT** 



Filing An APPEAL



Ducking A WARRANT



Beating A RAP



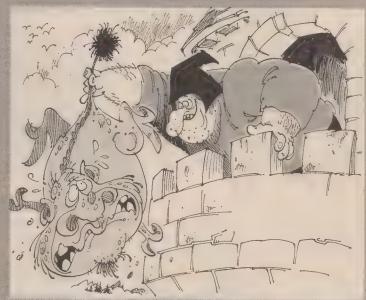
Overturning A CONVICTION



Copping A PLEA



Suspending A SENTENCE



**Serving A STIFF TERM** 

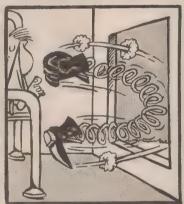


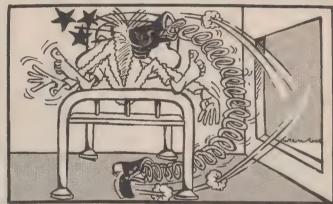


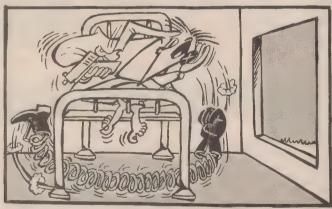






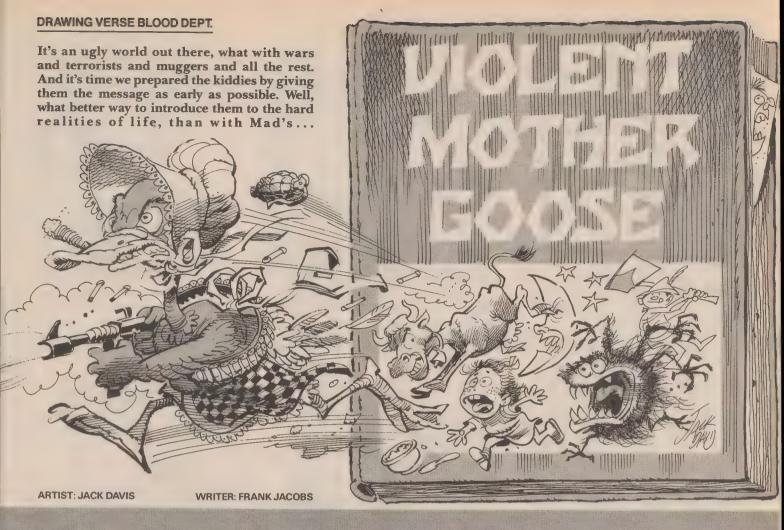












### **JACK SPRAT**

Jack Sprat
Can swing his bat;
His wife can spray her mace;
He'll smack her hard
When she's off-guard;
She'll spritz him in the face.





### THIS IS THE FILM THAT JACK MADE



This is the film that Jack made.



This is the girl who's blown away who's in the film that Jack made.



This is the creep who stalks his prey, Who blasts the girl who's blown away, Who's in the film that Jack made.



This is the ax that splits the head That's swung by the creep who stalks his prey, Who blasts the girl who's blown away, Who's in the film that Jack made.



This is the dude who winds up dead From getting the ax that splits his head That's swung by the creep who stalks his prey, Who blasts the girl who's blown away, Who's in the film that Jack made.



This is the salesman from Omaha, Who calls on the dude who winds up dead From getting the ax that splits his head That's swung by the creep who blasts the girl who's in the film that Jack made.



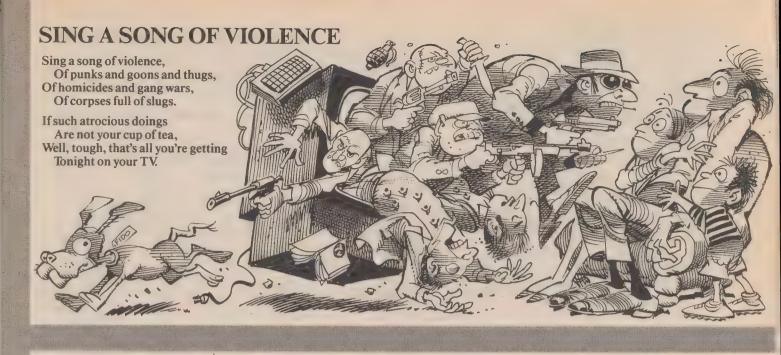
This is the handy electric saw
That slices the salesman from Omaha,
Who calls on the dude who winds up dead
From getting the ax that splits his head
That's swung by the creep who blasts the
girl who's in the film that Jack made.



This is the carnage of blood and gore
That's made by the handy electric saw
That slices the salesman from Omaha,
Who calls on the dude who gets the ax
that's swung by the creep who blasts
the girl who's in the film that Jack made.

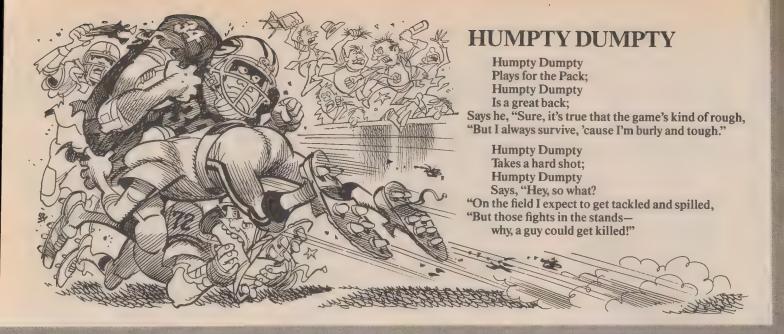


These are the profits of bucks galore
That come from the carnage of blood and gore
That's made by the handy electric saw
That slices the salesman from Omaha,
Who follows the dude who gets the ax
that's swung by the creep who blasts
the girl who's in the film that Jack made.





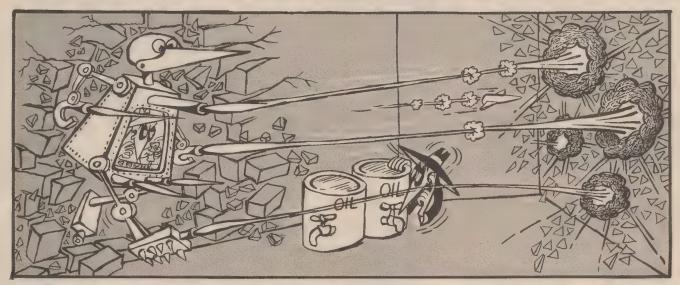




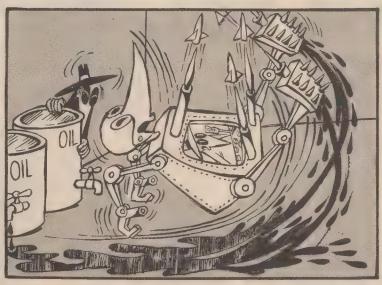


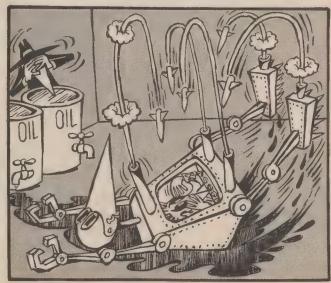














One of the keys to the success of the Rocky series is the thrilling, charismatic villains Sly Stallone invents: Apollo Creed! Clubber Lang! Drago! But who's left? Where are Rocky's next opponents going to come from? We think Sly plans to pilfer old movies for Bad Guys to fight. Here are the scenerios for...

# ROCKY V, VI, VII, VIII, IX, X, XI or,

THE ITALIAN SCALLION VS
THE GREAT HOLLY WOOD VILLAINS

ARTIST AND WRITER: TOM HACHTMAN

### THE ROCKY OF OZ



In his first musical, Rocky, the lovable boxer without a brain, battles Margaret Hamilton, The Wicked Witch of The West! In the closing seconds of the fight, Rocky is saved from being counted out when a giant tornado picks up the Champ, carries him over the rainbow, and dumps him back in South Philly!

### **ROCKY BATTLES THE EMPIRE**



It's Rocky vs the heavy breather of the universe, Darth Vader! On the night of the fight, Rock learns that Darth (aka "Lazer Fists") is really Don King! Can Rocky call on "The Force" in time to save the Boxing Federation? Is Don King Rock's long lost father? May the fists be with you in this battle of slow wit vs evil!

### **ROCKYDEUS**



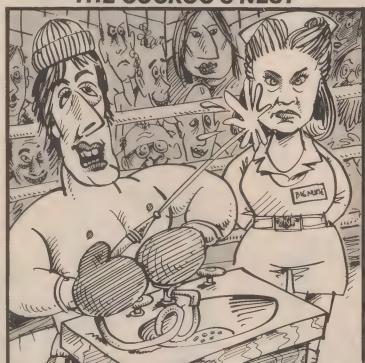
In this lavish costume drama, Rocky mocks his rival Salieri by donning boxing gloves and pounding out one of the poor man's bland melodies on the clavier. Salieri beseeches God, "Why did you choose this moronic brute for such gifts and not me?!" This is the cultural Rocky film the critics have been asking for!

### **ROCKY THE THIRTEENTH**



Rocky suffers his most brutal beating when he meets the summer camp champ, Jason, "The Mutilator"! Will this battle of the sequels really be "The Final Chapter"?? A blood lover's delight!

### ROCKY FLEW OVER THE CUCKOO'S NEST



Rocky fakes being punch-drunk to get into psychiatric hospital for a rest. But once in, he faces his meanest opponent yet—Nurse Cratchett! In round one, Big Nurse gives Rock a dose of medication! In round four, she zaps him with electro-shock! In round 10, she hits him with a frontal lobotomy! Will any of this punishment have a noticeable effect on the Champ??

### JOHN CARPENTER'S THE THING IN THE RING



All of Rocky's former foes merge into one big, mutating lump and return for a rematch. If Rock isn't careful this slithering "Thing" will mimic his cellular structure and Rocky movies will never be the same—or just possibly more alike than ever!

### **ROCKY DEAREST**



Faye Dunaway is charming as Joan Crawford—until the blood starts to spill! The minute one itsy bitsy drop soils the spotless canvas, Rocky finds himself down for the count—scrubbing the mat! As the referee cries, "NO WIRE HANGERS!" a dazed Rocky wonders if this could be his last tangle!

### DATING





BERG'S-EYE VIEW DEPT.

### THELIGHTE

### KNOWLEDGE



### COLLEGE







### RSIDEOF...

DAVE BERG

### **GETTING CAUGHT**



I was driving very slowly in my convertible with the top down and Nicole La Palme sitting close beside me...



What's reckless



### CULTURE





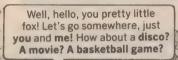
Yes, I do, and I think that's wonderful! You're finally expanding your horizons to include the finer things in life!



Well, I'm going to the new video store they opened right next to it!



### **PICKUPS**



Go to hell, Buster!

Odd choice for our first date, but why not! What time shall | pick you up?



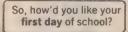
### **ARGUMENTS**

My wife and I had one of those real knock-down, drag-out battles last night, but at least I got in the last words!

I'll bet know just what those words were..



### **MATHEMATICS**



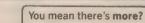
It was great! I learned how to count! Listen...





One, two, three, four, five,







## WRESTLING





## **PSYCHOLOGY**







## MARRIAGE



How nice! So many





## **BEING ON TIME**





## TRAVEL





## **DOCTORS**













## MIRTHQUAKE DEPT.

When we want to measure the power of an earthquake, we use the Richter Scale, ranging from 1 for a mild tremor to 9 for a quake of total destruc-

## THE MAD RICHTER SCA

ARTIST: AL IAFEFE

## YOUR

Except for a hangnail and some excess ear wax, your body functions adequately for someone of your nationality.

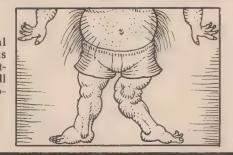


## YOUR

You learn too late that your Daily Horoscope is an unreliable investment guide. The interest on your VISA Card exceeds your salary.



Because of a fungal disease, hair sprouts from your ribs. A shattered kneecap ends all dreams of playing professional lacrosse.



Your tax accountant begs off, saying he "doesn't want to get involved." There are no buyers for your bowling trophies.



With no warning, you throw up four times a day on mixed company. Your only comfortable position is crawling on all fours.



Restaurants require you to put down a cash deposit before ordering. The word "Deadbeat" is imprinted by your bank on your personal checks.



Back spasms rack your body, ruining your plans for Arbor Day. Having no sense of smell, you are unaware you are giving off a terrible odor.



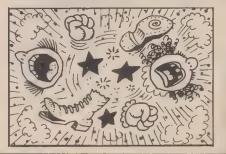
Bleeding in an alleyway, you learn that loansharks are not good listeners. Your scheme to mortgage your children is unsuccessful.



You are rejected by your life-support system for not "playing the game." Your vital organs give out one by one and later will be sold, though at a substantial discount.



A bus driver refuses your IOU. You wrestle a bag-lady for territorial garbage rights.



tion. Don't you wish there was a system that simple for indicating what shape our lives are in? There is now! A 1 to 5 grading system called...

## LE FOR HUMAN BEINGS

WRITER: FRANK JACOBS

## YOUR PUBLIC IMAGE

Although you are not totally liked and often rub people the wrong way, your essential dullness still shines through.



## YOUR SEX APPEAL

There is something about you no woman can resist, and one day you hope to find it.



You are trailed by a security guard while shopping for wash-cloths at a local K-Mart. Your camper is turned away at an RV park.



Two former girlfriends send you picture sex manuals on your birthday. Your dinner date takes along a pit bull as a chaperone.



No one knows who you are at a family reunion. Your minister requests that you change religions.



Dancers at a nude bar put on clothes when you enter. You see a sex therapist, who triples his fee after your first visit.



Large dogs use your leg as a hydrant. While taking your vacation, neighbors have your house towed away.



Alone with a date, you get your first sniff of Mace. A supermarket checker washes her hands after touching your groceries.



You collapse on a downtown street and someone calls for a sanitation truck. Because of "prior commitments," your family can't make your funeral.



The manager of an X-rated theatre says you're giving the place a bad name. You scout funerals for new widows.





### WHERE'S THE BEAST? DEPT.

In the wilds of the forest, where all God's creatures roam freely, animals must constantly be on the lookout for predators. Mother Nature, in her infinite wisdom, has provided for these animals by giving them the ability to blend in with their wilderness surroundings. But what about those unfortunate creatures who don't live in the wilderness? What about the animals that have to endure the hardships and hassles of city life? Well, not to worry, because Mother Nature has taken care of them quite well, as you'll see by taking a look at...





## CAMOUFLAGE TRICKS OF CITY ANIMALS

ARTISTS: HARVEY KLIRTZMAN & WILL ELDES

WRITER: RURIK TYLER

## BULLET BEETLE

Bullets in the big city are so common, no one takes notice of them. So while the Bullet Beetle's disguise saves it from predators it is often trampled to death



## **GRAFFITI LIZARD**

The Graffiti Lizard is practically invisible when standing next to a wall. But it is a fairly stupid animal, and doesn't move when the owner of the wall comes out to scrub it clean, or to repaint it.

## **NEWSPAPER PIGEON**

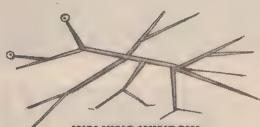
Taking advantage of high winds that send newspapers flying, these birds can soar undefected. They are a treat for winos who start out looking for something to use as a blanket and wind up with a meal.

## RADIO-FACED RACCOON

The Radio-Faced Raccoon looks like the gear of a typical city kid-a radio face and sports bag body with a clip on raccoon tail. Known to hang on to unsuspecting passersby when in danger, it is a nasty surprise for people who think they have found a free radio.



food scraps. It can also live on top of T.V.'s, buildings and certain visiting martians.



## WALKING WINDOW

The Walking Window Crack is a thin white insect. It's disguise works so well, it is virtually invisible to its predators. It's only worry is being drowned or crushed by the squeegees of window washers who don't realize it's there.



## CLOTHESPIN CRICKET

The Clothespin Cricket is a harmless insect. It is threatened only by nearsighted people who ordinarily step on clothespins thinking they are crickets.



## **BEER TAB BUTTERFLY**

A beautiful creature, the Beer Tab Butterfly has no enemies except oddball bag ladies who use beer tabs as jewelry.



## CIGARETTE WORM

The Cigarette Worm's camouflage is very effective. Its only enemies are smoking birds.

## **CHANGE PURSE** CLAM

The Change Purse Clam is a miser's delight. Once something finds its way in, the jaws snap shut and nothing gets out again.



qualms about acquiring their grooming items from the gutter.

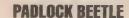
## HUBCAP TURTLE

Very slow and harmless, the Hubcap Turtle is fine until a young hubcap thief figures him for an easy score.



## **CRAWLING COMB** CENTIPEDE

Wonderfully disguised, the **Crawling Comb Centipede** only faces danger from



The Padlock Beetle has super strong mandibles that allow it to hang from anything! Yet, when lying in the gutter, it looks like a snapped lock and is left alone. It lives with constant fear of being impaled by the tools of would-be



## **EXTENSION CORD** ANACONDA

The Extension Cord Anaconda is a cousin of the electric eel. It is usually found in display bins at big city hardware stores where it is often mistaken for the real thing, taken home and electrocuted.



## RHINO CAB

This big lumbering animal roams the street with no worries. It's built better than any modern car and can walk away from a collision. It comes with its own horn.



Nothing makes the skin crawl like that tired old parting remark "Have—" (Whoops! You know the one we mean!) Maybe it used to generate good feeling—30 years ago—but now it gives

## **STEWARDESSES**



## SUPERMARKET CHECKERS



# MORE I FAREV TO REPLACE I



Here's hoping you got the good clams!

0

0

Start saving for another meal with us!

Hope to be snickering at your French once again!



off as much warmth as a frozen enchilada. It's high time to revive the heartfelt good-bye! You'll be glad you're on your way out when you hear MAD's extremely meaningful, sincere and

## OGICAL VELLS HE DREADED



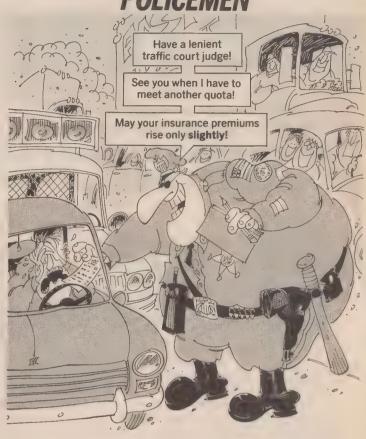
Have a nice day! Have a nice day! Have a nice day! Have a...

WRITER: MIKE SNIDER

## **MECHANICS**



## **POLICEMEN**



## DR'S OFFICE RECEPTIONISTS



## POST DATED DEPARTMENT

One of the new plagues to befall mankind during the past generation is Junk Mail. The type of advertising trash that postmen now deliver hadn't even been conceived in our grandparents' time. Which is our bad luck. But it also may have been very

## IFJUNK MAIL HA

ARTIST: GEORGE WOODBRIDGE

A Special Invitation From Dinosaurs-By-Mail, Inc.

## TRY OUR BRONTOSAURUS IN THE PRIVACY OF YOUR CAVE FOR TEN DAYS...FREE!



We want you to see for yourself how a single egg from one of our beasts can provide a full week's omelet for your entire village. Or, if you prefer, let the egg hatch, and then freeze the young one for your winter meat supply.

If, after ten days, you don't agree that our brontosaurus is everything we claim, just send him back and pay us nothing. It's our way of acquainting preferred semi-humans like yourself with our products. Order now while supplies last.

DINOSAURS-BY-MAIL, INC.
Dripping Fern Trail Great Primeval Ooze 53127

SEND NO TRINKETS NOW-OUR BRUTES WILL COLLECT LATER

## PON'T LET RISING COSTS PREVENT YOU FROM BEING BURIED IN A PYRAMID



Our records show that you're a respected citizen of the Twelfth Dynasty who'd like to be laid away in a classy pyramid just like our lately departed pharaoh. But chances are that the labor costs involved in a 30-year construction job are beyond your means.

Well, you needn't be resigned to leaving your carcass for the buzzards. We'll supply everything needed to build your own pyramid for less than you'd expect. That includes blueprints, stones and hoisting rope all delivered right to your tent. Send for details now!

## PYRAMIDS-R-US

R.R. 2, Omar's Oasis Great Sahara Wasteland



EAT RIGHT...AND LIVE TO BE 40!

## SALT

## THE MIRACULOUS NEW ORGANIC PRESERVATIVE FROM FLAT EARTH HEALTH FOODS

Dear Nauseous Person:

Reputable wizards and other medical experts are beginning to agree that tainted food can be harmful to your health. Here at Flat Earth Health Foods, we've discovered the pure, natural additive that prevents meat from turning putrid and getting green scum all over it.

It's granulated salt, formerly available only to the rich from spice mongers, but now within the budget of common wretches like yourself. No side effects except maddening thirst. Place a trial order today.

> FLAT EARTH HEALTH FOODS Alchemy Arts Bidg. Hanging Gardens, Babylonia

unfortunate for our ancestors. With no radio or TV to provide them with advertising, they probably would have welcomed the mail order offers we now consider such a nuisance. And so, MAD envisions what postmen long ago might have delivered . . .

## ALWAYS EXISTED

## GetA"WelcomeBarbarians"PennantFree JustForChattingWithAnAll-DukedomAgent



**Dear Potential Victim:** 

Chances are that the Mongol Hordes will soon overrun your village. Once you're required to open your home to the invaders, you may find that you don't have enough household insurance to cover the resulting damage.

Just think how much bric-a-brac a clumsy Hun can destroy, and then rush to see your All-Dukedom Insurance Agent. He'll give you a free "Welcome Barbarians" pennant that may save your neck while he tries to save your property.

> You're In Good Hands With All-Dukedom



## Learn to be a Highly-Paid 1Fanl

The Easy Home-Study Way



Court Jesters and skilled knaves earn big money, plus such fringe benefits as getting to sleep indoors and eat unrotted food. So why not leave your drab dolthood behind with a home study course from the famed College of Fools?

You'll receive guidance in juggling, somersaulting and other oafish arts. To enroll, just fill out the coupon below (which happens to be a binding legal contract) and mail it today.

I want to make a fool of myself, which is why I'm signing this coupon and agreeing to pay whatever you charge for your juggling and somersaulting course.

SIGNATURE

College of Fools

Box 46, Thieves' Station, Dawdling-On-Thames

at last! a magazine expressly written for a busy galley slave like yourself!



Dear Oarsman:

Pursuing a lifetime career like yours means that a fellow is always on the go, with little time for extensive reading to keep up with new developments in your field.

That's why you'll welcome AEGEAN NEWS & SLAVE DIGEST, the fact-filled publication that's concisely written with you in mind. It contains all that a professional rower needs to know, boiled down to a few words that can be scanned during those brief work breaks.

STEAL 4 PIECES OF SILVER AND SEND THEM AT ONCE FOR 12 BIG ISSUES OF

**AEGEAN NEWS &** SLAVE DIGEST



## YOU'LL CAROUSE WITH CLASS AS A MEMBER OF THE EXCLUSIVE

## **ROMAN ORGY CLUB**



## Dear Decadent Citizen:

You have been selected from among our city's most aristocratic drunks to receive this membership invitation from the new Roman Orgy Club. Deluxe facilities include ample wine served by charming maidens, relaxing massages given by charming maidens and anything else you have in mind provided by charming maidens.

If you're tired of the smelly peasants who hang out in singles bars, you'll want to join while we still have openings.

Send your application today!

### MEMBERSHIP APPLICATION

NAME \_\_\_\_\_\_\_\_\_
IMPRESSIVE TITLE \_\_\_\_\_\_\_
ADDRESS \_\_\_\_\_\_

QUALIFICATIONS: (Check one)

- ☐ I come from an influential family and possess great wealth.
- ☐ I possess great wealth, so never mind the family bit.

## At The Sussex Mercantile Shop THE BLACK PLAGUE Is Your Good Fortune



Whoo boy, has the recent plague made us feel silly! Frankly, our buyers never dreamed that 95% of the population would be wiped out this season. As a result, we're overstocked on fashionable hair shirts in all sizes. Those healthy enough to get to our store can save big money while supplies last.

For Personalized Service, Ask For Hugo Merlin Dunston Anyone Who's Still Alive

## TRE COMMITTEE TO RETAIN THE CZAR URGES YOU TO EXAMINE THE ISSUES



Dear Monarchist Sympathizer:

We know that your mailbox is filled these days with campaign trash from the Bolsheviks, Marxists and other crackpot organizations, all trying to win your support in the coming Russian Revolution.

You're undoubtedly sick of receiving all that junk mail, and that's why we urge you to support Czar Nicholas when the fighting spreads to your village. He never sent the peasant class any unwanted mail before, and he promises that you'll never hear from him again once he's back in power.

## STAND UP FOR NICHOLAS IN '17

"The People's Tyrant"

(This literature paid for by the Committee To Retain The Czar)

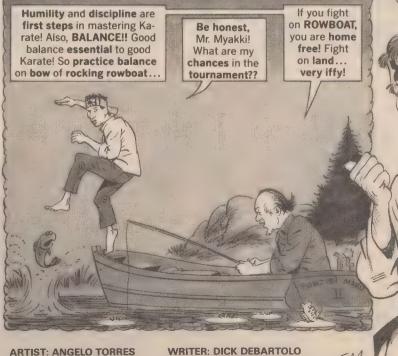
To quote the philosophy of Sly Stallone—"All men are created with sequels!" Hollywood, of course, has an even broader point of view—"All men and boys are created with sequels!" Which leaves Mad, a "sequel opportunity employer," no choice but to present...

## Karocky Kid Part II

















Damnyouson, I must go home to

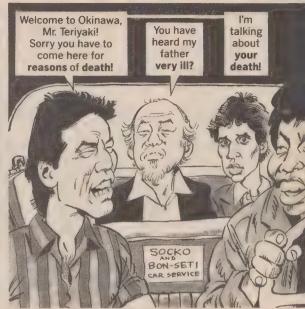








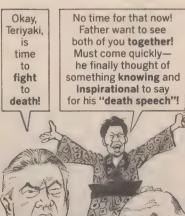






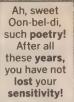












Me neither! I return kindness and compassion your father show me as a boy, Teriyaki! I give 20 minutes of peaceful mourning! Then I show you "Killer Karate"! By you, 20 minutes to mourn and "Killer Karate" is kindness and compassion?

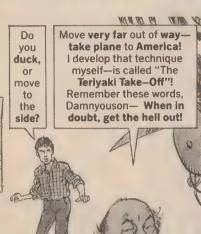
Yes! And since I also own flower store, I save you bundle! Make one funeral wreath for both graves!

Are you afraid of your upcoming fight with Socko, Mr. Teriyaki? No, Teriyaki know best way to avoid "Killer Karate" death blow—move out of way very quickly! I use same technique 45 years ago...



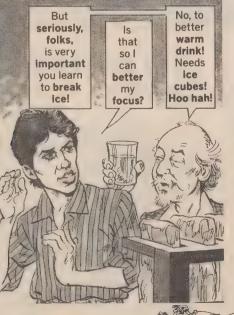


No. to break all









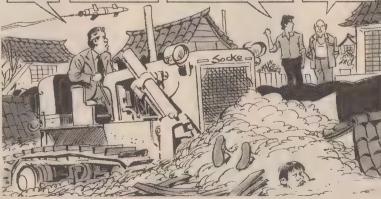
Now That first sign Socko of generosity Socko display! really Now everything angry, no roll off Teriyaki! table! Floors Level whole very uneven village! around here...

You don't have to fight to make this town safe, Mr. Teriyaki—30 feet away is the Air Force base where nuclear missiles are stored! It'll never be safe!

Damnyouson,
when you
going to
learn that
poetic
rambling
and logic
do not mix?

Bet all





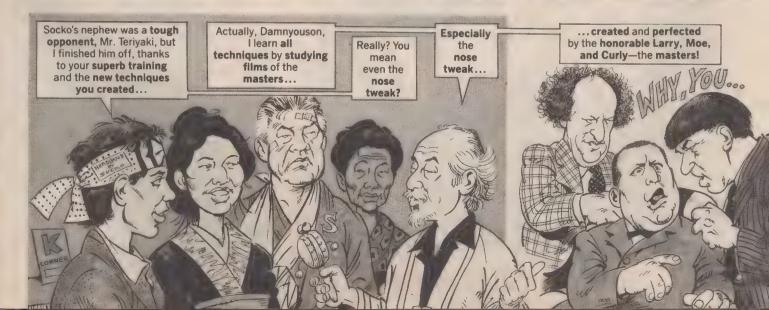




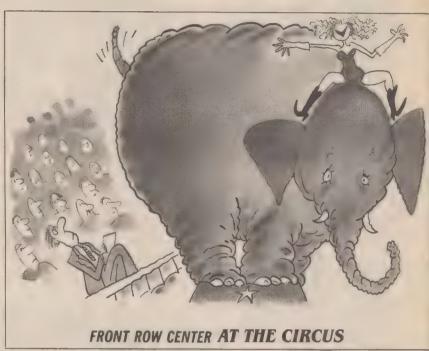








## The High FRONT





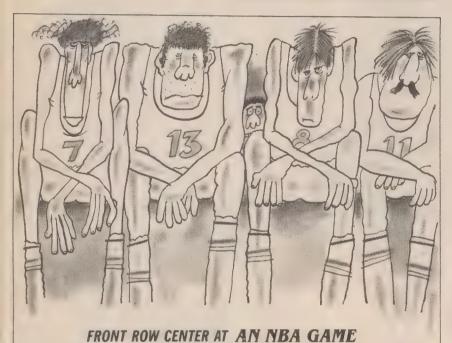




FRONT ROW CENTER

## ADMIT ONE Risks of Fri., MAY 30 \$100.00 ROW CENTER

ARTIST AND WRITER: PAUL PETER PORGES





FRONT ROW CENTER AT THE SHAKESPEARE FESTIVAL



AT A 4TH OF JULY DISPLAY











WHAT'S THE
BIGGEST
FINANCIAL
DRAIN ON
THE FEDERAL
GOVERNMENT?

## SURPRISE! HERE'S ANOTHER RIDICULOUS

## MAD FOLD-IN

Our government supports thousands of expensive programs. Fold page in as shown to find out the one that's really draining the Treasury!

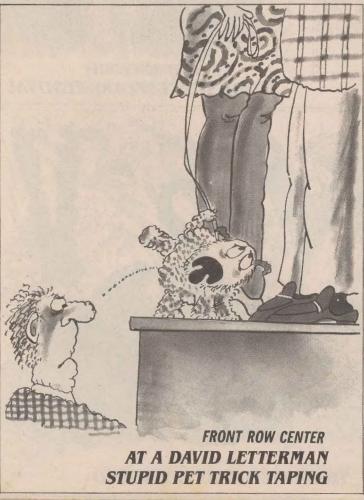


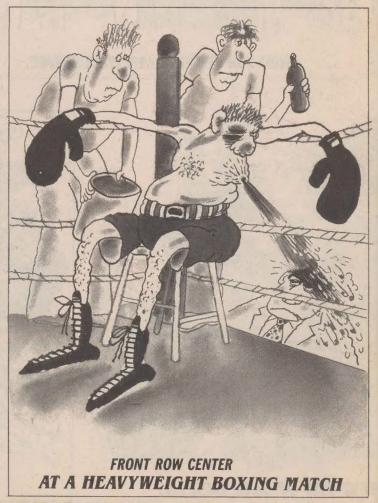


DEFICITS ARE CAUSED BY PROGRAMS WHOSE EXPENSE WE CAN'T AFFORD. TO END THIS WE NEED NEW CONTROLS. TAX PAYERS ARE TIRED OF BEING BENEFACTORS

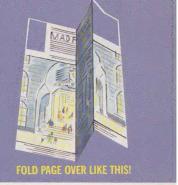














DEFENSE

CONTRACTORS

AMB

WRITER AND ARTIST:
AL JAFFEE

## GREAT MOMENTS IN ADVERTISING

The Day AT&T Went Too Far





